

How do you measure up



You can help your community boost local health and wellbeing through the *Measure Up* campaign

Purpose of toolkit

We understand that many organisations have the will, but often not the time or resources, to develop health promotion activities. So we've done the hard work for you!

This kit is the helping hand that you can use to empower your community to take steps towards a healthier lifestyle.

How to use the toolkit

Inside you'll find tips, information and campaign materials that you can use to help your community *Measure Up* – here's how:

- Check out the **list of activity ideas** to plan an event in your community.
- Organise your own *Measure Up* **community event** using the PowerPoint presentation in this toolkit (also available on our website) to guide discussion. We've also provided you with an **invitation template**.
- Use the **news release** template to promote your event in your local newspaper or radio station.
- Use **support materials** in this toolkit, or order more (using the order forms provided) to display at your event such as brochures, posters and the 12 week exercise and diet planner.
- **Share your event on the *Measure Up* website** and provide inspiration and ideas for others! Email images and details of your event to info@MeasureUp.gov.au to have details of your successful event posted online by the *Measure Up* team.

About the campaign

People often don't realise the impact that excess weight around the waist can have on their overall health and wellbeing.

According to the World Health Organization, a waist measurement higher than 80cm for women and 94cm for men is associated with an increased risk of lifestyle related chronic diseases like type 2 diabetes, heart disease, as well as some cancers.

These debilitating chronic diseases not only put a strain on the individual, they are also a strain on communities and the national economy.

The *Measure Up* campaign aims to help Australians decrease their risk of chronic disease by reducing their waist measurement.

Through national advertising and a comprehensive website, the *Measure Up* campaign aims to educate, inform and motivate Australian adults to eat better and move more.

The campaign provides easy to follow tips and guidelines to help individuals take action. It also provides a range of free resources available for community groups wishing to spread the *Measure Up* messages to their community, employees or other stakeholders – such as this toolkit.

Australian Better Health Initiative
A joint Australian, State and Territory government initiative.

info@MeasureUp.gov.au australia.gov.au/MeasureUp

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Visit the *Measure Up* website for the online version of the Community Information toolkit:
australia.gov.au/MeasureUp

Congratulations on taking steps to helping your community to *Measure Up*!
Don't forget there are more materials available on the website: **australia.gov.au/MeasureUp**

GOOD LUCK!

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